GOVERNMENT OF INDIA
URBAN DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:120
ANSWERED ON:16.11.2007
TUNNEL ADVERTISEMENTS IN DELHI METRO RAIL
Kharventhan Shri Salarapatty Kuppusamy

Will the Minister of URBAN DEVELOPMENT be pleased to state:

(a) whether the Delhi Metro Rail Corporation (DMRC) has any proposal to make tunnel advertisements; and

(b) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF URBAN DEVELOPMENT (SHRI AJAY MAKEN)

(a): Yes, Sir.

(b): Delhi Metro Rail Corporation (DMRC) Ltd. has reported that it has entered into an arrangement with a private company for setting up equipment for carrying out in-tunnel advertisement. Installation of the same is still in trial stage and not yet proven.